### What Advertising Has Accomplished.

The Live Merchant Should be on The Alert Lest His Aggressive Advertising Competitor Get His "Established" Business.

BY EARLE HARRINGTON.

One cannot investigate the marvelous growth of advertising without arriving at one conclusion, namely—that it pays thousands of advertisers. No other reason is possible, since they would not contine to spend enormous sums of money entailed useless there was a resulting profit.

A firm of active young men started a retail drug store in the basement of a New York building, and in a few months had an established trade that was the envy of many older concern. The show windows were always full of attractions that compelled the attention of the regular passer by, who soon learned that they could profit by their brief injunction. The firm's ad's, were brief, but chatty, and well worth the minute or two spent in their pursual. These bright fellows simply kept interest hot and they are to-day, about six years after establishing, more than well 0.

When you hear the name of a certain kodak mentioned, just think that Goo. Eastman would have never been worth his millions without the constant expenditure of thousands of dollars telling picture lovers about the superiority of the little machine which really was responsible for the revolution in camera construction.

Advertising has turned a 20 per cent. profit on medicines and specialties inside a period of sixty days, and it has likewise created established businesses for the wide-awake hustling store keepers all over the country, instead of compelling them to wait for years.

Business sense plus knowing what to advertise have naturally had something to do with it.

Naturally advertising without intelligent business co-operation must be dissipated, and wasted; but the man who will bank entirely on a given quantity of newspaper, magazine or some other form of publicity, and Gates without skill in the preparation of copy or nervous energy enough to find out something about the drift of events, and competition, and who makes no effort to guide his periodical space in accordance with results, deserves

The day has practically passed when a business policy can be maintained on "letting well enough alone." Investigate the causes of many failures. and you will too often find that aggressive advertising competitors got their "established" business away.

While I am the very border of a sub-topic, permit me to say a few words which come in connection with the local merchant advertising possibilities.

Thousands of merchants all over the country who have every thing to gain by properly advertising their business, rush into Wall Street or "in\_ vest" their surplus cash in wild cat schemes that have scarcely one winning chance in a thousand. The police record show that every transparent getrich-mick swindle invariably reveal the stupendous stupidity and cupidity of business, and professional men from coast to coast.

Lincoln One would naturally suppose that a man with brains enough to enable him to become successful in trade, would appreciate the fact that specific knowledge and experience have just as much to do with his rise as intellect and push. Yet he plunges into side schemes entirely outside his field of McDowell knowledge; and runs grave chances ruining his real business. Mecklenburg

When will you business men, especially the retailer learn how to invest your surplus, large or small, so it will double your volumn of trade?

The answer; shortly after he begins to advertise systematically, and finds out that small space actually does return a profit.

No greater fallacy exists today than the oft-reiterated theory, that it takes a fortune to advertise, and that small space does not pay, even when the copy is prepared properly. Let us see.

Every good business man who understands his business properly will agree that advertising must be measured by the volumn of his business. Pamlico Thus a small merchant should spend just as his larger competitor in pro-

Look at the matter this way; the whole community has been reading Pender your ad's, for a period of ninety days, and no great increase has been no- Perquimans ticed, but that very day a customer comes in and buys a \$30.00 outfit. The Person next day is the same occurence, and it is not long before you are needing Pitt quarters for your business. Randolph

I say this without any desire to criticise others, but to make plain my endeavor in the preparation of this work, which is a practicle condensation of material instead of only one, and in this "boiling down" I believe I have set before the busy man the true elements in advertising.

I fully believe that if the business man will adopt the three principles in his advertising will get greater returns from his advertising.

First-Something that appeals to the reader.

Second—Saving of price.

Third-Renewed acqanintance.

Investigate all successful advertisements and you will find that they embody one, if not all, of the above, and I believe they rank in importance as placed. People will buy that which profoundly impresses itself as a useful Swain commodity, or as a luxury that will add to comfort and enjoyment. Transylvania

Mr. Merchant it is your business duty to advertise and to advertise sys- Tyrrell tematically so that the great commercial wheel will revolve faster. The public cannot do without your goods, and if you will only tell the uninter- Vance ested party through the columns of a newspaper about the superiority, and Wake the savings in price he will will hunt you and your goods.

### Still Thoroughly Feminine.

"I had an idea, when I heard that she was going to study medicine, that she would cease to be woman-

"Hasn't it had that effect on her?" day when her runabout had broken | Set. down and she was busy trying to fix it with a hairpin."-Ex.

### Watched Fifteen Years.

the working of Bucklen's Arnica Salve; wouldn't recognize if we should hapand it has never failed to cure any pen to see them without their comsore, boil, ulcer or burn to which it plexions. was applied. It has saved us many a doctor bill," says A. F. Hardy, of East Wilton, Maine. 25c. at E. T. Whitehead & Company's drug store.

The Farmer (at quick lunch counter)-"Say, lady, this here pie wuz made by machinery, wuzn't it?" The Waitress (witheringly)-You didn't expect custom-made pie for perfectly frank and kick him there. five a throw, did yer?"-Puck.

How is Your Digestion. Mrs. Mary Dowling of No. 228 8th Ave., San Francisco, recommends a remedy for stomach trouble. She says: "Gratitude for the wonderful effect of make hay while the sun shine Electric Bitters in a case of acute indi- morrow. gestion, prompts this testimonial. I am fully convinced that for stomach and liver troubles Electric Bitters is the are unequaled in cases of weak back, best remedy on the market to-day." backache, inflammation of the bladder, This great tonic and alterative medi-rheumatic pains, and all urinary distine invigorates the system, purifies orders. They are antiseptic and act the blood and is especially helpful in all promptly. Don't delay, for delays are forms of female weakness. 50c. at E. dangerous. Get DeWitt's Kidney and

As to Certain Insects.

First Fair Maid-Why are men ike mosquitoes? Second Fair Maid-I can't guess; Yancey

First Fair Maid-They are easier "No, I happened along the other to catch after a full meal .-- Smart

> Pleasant, sure, easy, safe little liver Pills, are DeWitt's Little Early Risers. Sold by E. T. Whitehead & Co.

"For fifteen years I have watched There are lots of women we

Doan's Regulates cure constipation, tone the stomach, stimulate the liver promote digestion and appetite and easy passages of the bowels. Ask your druggist for them. 25c a box.

It isn't fair to talk about a man behind his back. It is better to be

There's nothing so good for a sore throat as Dr. Thomas' Eclectric Oil. Cures it in a few hours. Relieves any pain in any part.

Some people are always going to

DeWitt's Kidney and Bladder Pills T. Whitehead & Company's drug Bladder Pills. Sold by E. T. White-store.

### Majorities by Countles.

Below we give the official majorities by counties, received by the candidates for Governor in the recent

KITCHIN. COUNTIES. 283 100 1275 125 705 Beaufort 1024 Bertie 614 Bladen 103 Brunswick .... 195 Buncombe 38 Burke \*\*\*\*\* 209 Caldwell 264 175 Carteret 550 166 400 30 866 Cleveland 850 1180 761 Currituck

124

Davidson

Edgecombe

Mitchell

Montgomery

New Hanover

Northampton

Pasquotank

Rockingham

Rutherford

Washington Watauga

Wayne

Wilkes

Wilson

Sampson

Scotland

1021

2848

243

726

1827

570

430

250

783

738

141

1689

740

1890

156

1118

182

705

10

1385

600

1179

1000

824

1068

150

NEURALGIA.

PHEUMATISM.

PAIN IN CHEST.

DISTRESS IN

STOMACH.

SLEEPLESS NESS

BACKACHE.

SCIATICA

47,321

Kitchin's total majority 36,966.

Kennedy's Laxative Cough Syrup

not only heals irritation and allays in-

flammation, thereby stopping the

the system. Contains no opiates. It

is pleasant to take, and children especi-

ally like the taste, so nearly like maple

43

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1022

1732

10,355

63

sole agents for the United States. -and take no other.

Write Us for Prices and Samples .....

We sell the purest and best Seed 75 Grain and Grass Seed grown in this 101 country. Guarantee quality as good and prices as reasonable as any other

We are also large buyers of Home-Grown Seed Grain and Grass Seeds. Send Samples and we will make you

N. R. Savage & Son, Richmond, Va.

Undertakers' Supplies.

Full and Complete Line.



Coffins and Caskets Burial Robes, Etc.

cough, but it moves the bowels gently and in that way drives the cold from Hearse Service any Time Digests What You Eat

sugar. Sold by E. T. Whitehead & Co. Scotland Neck. North Carolina

### Month Every

writes Mrs. E. Fournier of Lake Charles, La., "I used to suffer from headache, backache, side ache, pressing-down pains, and could hardly walk. last I took Cardui, and now I feel good all the time.

Will Help Cardui is a medicine that has been found to act Cardui is a medicine that has been found to accurate upon the cause of most women's pains, strengthen-

ing the weakened womanly organs, that suffer because their work is too hard for them. It is not a pain "killer," but a true female remedy, composed of purely vegetable ingredients, perfectly harmless and recommended for all sick women, old or young. Try Cardui. Women's Relief.

AT ALL DRUG STORES

### A HARD STRUGGLE.

Many a Scotland Neck Citizen Finds the Struggle Hard.

With a back constantly aching. With distressing urinary disorders, Daily existence is but a struggle. No need to keep it up.

Doan's Kidney Pills will cure you. Abraham Light, Furniture Dealer, ving on St. Patrick street, Tarboro. N. C., says: "My wife has used Doan" Kidney Pills with execellent results When she began using them she complained of dull nagging backache, and f pains through her kidneys. The ecretions did not act properly, and aused her great annoyance. using Doan's Kidney Pills, the pains in her back and loins ceased, and the annovance which arose from the kidney secretions entirely disappearing. Doan's Kidneys Pills proved of far more value to her than any remedy previously used and she is glad to speak in their favor.' For sale by all dealers. Price 50c. Foster-Milburn Co., Buffalo, New York,

Remember the name-DOAN'S

## Savage Seeds

ing varieties of new seed such ther information call on ticket agent as German or Crimson Clover, Seed Rye, Seed Oats, Old Fashion Clover Seed, Timothy, Herds Grass Seed, Ky. Blue Grass, Orchard Grass. We also handle Grain, Hay, Mill Feed, Etc.

house in the trade.

offer delivered at your station.

# N.B. Josey Co

281



N. B. Josey Company,

The public are notified that I have the following lands posted: Mrs. Jas. N. Smith's Home Place, Ed Smith Home Place, River Farm Light-Neck Farm. All persons are forbidden, under penalty of the law, to hunt, trap, fish or trespass in any form on the above named lands. This is meant for everybody, no exceptions.

Land Posted.

W. E. SMITH, Scotland Neck, N. C. 10-15-6t

### **Excursion Rates**

To Richmond and Norfolk, Virginia. VIA

### Atlantic Coast Line

Carolina and University of Virginia, at Richmond, and Agricultural and Mechanical College of N. C. and Virginia Polytechnia Institute at Norolk, Va. November 26th. Round imited to return November 29th. The greatest foot ball games of the We have in stock the follow- season. Don't miss them. For fur-

W. J. CRAIG, Pass. Traffic. Mgr. T. C. WHITE, Gen. Pass. Agent Wilmington, North Carolina. 11-12-2t



# Kodol For

can becessily say it has not benefited you, we will refund your money. Try Kodol teday on this guername. Fill out and sign the follow-bes, present it to the dealer at the time of purshess. It is fails to antisty you return the holds to the dealer from whom you bought it, and we will refund your money.

And Makes the Stomach Sweet E. C. DoWITT & CO., Chicago, Ill. Sold by E. T. Whitehead Co.



you should make it a point to call at our Studio and see our Latest Creations in the Art of Photography. Every day we are pleasing people who have never before had a good Photograph of themselves by any

WHEN IN

**TARBORO** 

other Photographer. Easter-tide is a convenient time to give us a trial while you are nicely "rigged." S. R. Alley,

Tarboro, N. C.

We Keep on Hand

## Burial Cases!



All Kinds all the Time.

Also Complete Undertakers' Outfit.

### Hearse Service any Time

Day or night we are ready to accommodate our friends and the Public Generally.

M. Hoffman & Bro. Scotland Neck North Carolina

A CCOUNT FOOT BALL GAME Notice of Land Sale.

By virtue of power vested in me

by a certain deed of trust executed to me on the 6th day of October 1908, by Mrs. Olivia Savage and husband, F. J. Savage, Mrs. Bettie A Harrell, Mrs. Nina Delaney and her husband, J. H. Delaney, and J. A White, I will on the 21st day of No vember, 1908, sell for cash at public auction to the highest bidder in the town of Scotland Neck, North Carolina, at 2 o'clock p. m., the following described real estate:

1st. That tract of land known as the "James Place" bounded on the north by the lands of F. J. Savage, on the east by the county road from Scotland Neck to Hobgood, on the west by the Main Run of Deep Creek on the south by that tract of land formerly belonging to Mrs. Vesta Ballard, known as the "Lilly Place," containing 170 acres, more or less.

2nd. That tract of land known as he "Lilly Place," bounded on thet north by that tract of land formerly belonging to Mrs. Vests Ballard and known as the "James Place," on the east by the county road from Scotland Neck to Hebgood, on the west by the Main Run of Deep Creek, and on the south by the lands of Lawrence Whitehead, containing 130 acres, more or less.

3rd. That tract of land, known as the "Everett Place," formerly belonging to Mrs. Vesta Ballard, bounded by the lands of Otto Bell, Benjamin Bell and Ed Staton and others, containing 66 acres, more or

This the 26th day of October, 1908. W. L. HARRELL, Trustee. Kitchin & Smith, Attorneys.



that strikes the eveapproval of all our cust

FINE TAILORING

. the acme of style every detail. Peris lapel put on for useas Everything in Photography make you Clothing

F. B. MERTE. +

European Established 189 A nice Roust Pour blanch.

On American en

250. Fish, Oysters and Indian We also have a few trees

trons. 347 Main Street, Norloll Va

furnished rooms for a ma-

KILL THE COUCH AND CURE THE LUNCS GUARANTEED SATISFACTO OR MONEY REFUNDED.

Largest and Best Equipme Plant in the State

Chas. Miller Walsh Quarrier and Manufacturar

MONUMENTS. Tombs and Gravestones

of Every Description. Freight prepaid on all ship

ments. Safe delivery will anteed. Write for design and prices.

Iron Fencings for the Cemetery and other purposes a Speciality. PETERSBURG, VA.

J. Y. SAVAGE, Agent,



# Indigestion Monuments & Gravestones

In all First Class Varieties of Marble and Granks Largest Stock in the South

Remmeber, we pay the freight and guarante As we employ no Agents the item of con cluded in our prices. This enables us to use of material and to finish it better than otherwise worth considering? When in North You will find what you want; see an you are buying, and will get it quite The Couper Marble Works.

DR.MILES' ANTI-PAIN PILLS Headache



If you have Headache Try One MINIMAR WALL TO THE WALL TO THE WALL TO THE WALL TO THE WALL THE W

They Relieve Pain Quickly, leaving no bad After-effects WIIIII WAR THE TOTAL OF THE STATE OF THE STA

25 Doses 25 Cents

Never Sold in Bulk.